



Date of Council Meeting: January 5, 2015

**TOWN OF LEESBURG
TOWN COUNCIL ORGANIZATIONAL MEETING**

Subject: Town Council appointments and re-appointments to the Economic Development Commission

Staff Contact: Lee Ann Green, Clerk of Council

Council Action Requested: Consideration of the following nominations for appointment/re-appointment to the Economic Development Commission:

<i>Nominator</i>	<i>Nominee</i>
Mayor Umstattd	Eunggil Choi (Re-appointment)
Council Member Burk	Don Devine
Council Member Martinez	Jim Sisley (Re-appointment)
Council Member Fox	Greg Hudson

Staff Recommendation: N/A

Fiscal Analysis: Section 2-197 of the Town Code provides for annual compensation of \$1,350 for the Chair of the Economic Development Commission and \$1,200 for Commission members.

Background: The terms of office for Commissioners correspond to the term of the council member who nominated them. As per Section 2-221(c) of the Town Code, membership in the Economic Development Commission may consist of town residents, town property owners, town business owners, or anyone employed inside the town. At least four members shall be town residents. Each nominee was reviewed for compliance with applicable sections of the Town Code.

Attachments: (1) Resumes
(2) Appointment Resolution

- * Grandmaster Choi is a 1998 graduate of Leadership Loudoun.
- * He is CEO and owner of the US Tae Kwon Do Martial Arts Academy, with schools in Leesburg, Winchester and Great Falls, VA. He has been a business owner in Leesburg for over 16 years.
- * During his time in Leesburg, he has hosted annual fundraisers to benefit the American Cancer Society and Blue Ridge Hospice, raising between \$8,000 and \$20,000 a year for these charities for the past 16 years. His annual fundraisers bring hundreds of families and foreign visitors to Leesburg every fall. The Leesburg and regional businesses that he has organized in support of these charities include China King Restaurant, the Loudoun Times-Mirror, Korean Times, Corona, photoworks, Aesthetica, Locust Landscaping, Kobe Japanese Steak House, Giovanni's, Pacific Restaurant, Pine Tree Corp., MDI Imaging & Mail, Westpark Golf Club, URSO Auto Body & Paint Co., Herndon Animal Medical Center, ABC Supply Co., Inc., and European Service Center, among others.
- * Several years ago, Grandmaster Choi initiated Leesburg's ongoing sister city relationship with Samcheok, South Korea, putting Leesburg on the map with Korean communities in Korea, Canada and the U.S.
- * Grandmaster Choi and Mrs. Choi have raised 3 children in Sterling and the Leesburg area. All three children have been involved in running programs at U.S. Tae Kwon Do Academy in Leesburg. His daughter was just accepted into medical school at Penn State.
- * I believe Grandmaster Choi has shown a deep commitment to the Leesburg business community and the larger Leesburg community for nearly two decades. Prior to moving to the United States, Grandmaster Choi was a military officer in the South Korean Army. He has worked especially closely with military families in the U.S. He has done a great job of marketing the Town of Leesburg regionally, nationally and internationally. As the owner of three tae kwon do academies in three very different jurisdictions (Fairfax, Leesburg and Winchester), I think he is in a unique position to offer the Town Council and the EDC a chance to compare the hurdles and benefits to doing business in Leesburg and our competing jurisdictions.

Grandmaster Eunggil Choi can be reached at:
U.S. Tae Kwon Do Martial Arts Academy
521 G East Market St.
Leesburg, VA 20176
703-777-1000

James A. Sisley

1117 Franklin Ct., SW Leesburg, VA 20175

W - 703/777-8123

C - 571/215-5561

jim.sisley@palre.com

Summary

A resident of Loudoun County and Leesburg, VA since 1994; Jim spent 25 years in the telecommunication industry in roles from Sales Person to Senior Vice President for US and International systems/service providers IBM, MITEL, MCI/WorldCom and others.

He is the Principal Broker and Partner at Paladin Real Estate, a Commercial Real Estate practice providing commercial leasing and sales brokerage services for Buyers, Sellers, Tenants and Landlords throughout the state of Virginia.

He is the founding Chairman of Crossroads of Leesburg, Inc, a non-profit organization working within the town of Leesburg, VA. Crossroads uses an approach created by the National Trust to achieve Economic Restructuring of Leesburg's Traditional Commercial District. Jim is also a member of the Downtown Improvement Association, and was on the founding roster of the Public Art Commission for the Town of Leesburg as well as Chairman of the appointed Task Force that established the Public Art Commission.

Specialties

- Commercial Real Estate brokerage specializing in Retail, Office and Industrial properties throughout the Commonwealth of Virginia.
- Economic Development and revitalization of Towns with populations of less than 100,000.

Experience

Principal - Paladin Real Estate (Private; Real Estate Industry)

2007 – Present (1 year)

Principal Broker and Founder of real estate organization representing Buyers, Sellers, Landlords and Tenants in commercial transaction of retail, industrial, office, and land for sale or lease

Senior Advisor

SperryVanNess-Vaaler Real Estate (Private; 501-1000 employees; Real Estate Industry)

October 2001 – September 2007 (6 years)

Representing Landlords, Tenants, Buyers and Sellers of Commercial Real Estate throughout the Commonwealth of Virginia. Achieved the 15th highest 2006 transaction volume among WDC area Commercial Realtors according to CoStar.

VP - General Manager

Teligent (Public Company; Telecommunications Industry)

1999 – 2001 (2 years)

VP-GM for Competitive Local Exchange Carrier business in a region consisting of Baltimore, Washington DC/NOVA , Richmond, Raleigh, Charlotte, and Atlanta. Managed staff of 100+, annual revenue of \$20million and operating budget of \$10million.

Director of Sales - East Region

WorldCom (Public Company; 10,001+ employees; Telecommunications Industry)

June 1997 – May 1999 (2 years)

Coordinate sales, engineering, and delivery of Customer Premises Equipment; local, long distance, & Internet services; considerable focus on advance Computer Telephony software applications for Call Centers, Unified Messaging, and Distributed Computing; Video Conferencing; and shared tenant services.

Director

Mitel (Public Company; 1001-5000 employees; MTL; Telecommunications Industry)

1994 – 1997 (3 years)

Designed, introduced and managed Strategic Accounts Program a national marketing program with responsibility to coordinate the efforts of direct and indirect sales forces in pursuit of company's largest consumers across multiple geographic regions in the US.

Additional Experience available upon request**Education**

Northern Virginia Community College

- Art and Commercial Interior Design, 2001 – 2002
- Architectural drafting, commercial space planning and construction standards

MFAH-The Glassell School of Art - Studio School

- Fine Art and Design, 1992 – 1994

Multiple Telecommunication Technical Certifications 1975 - 2001

- Traffic Engineering
- System Design, Installation, Maintenance and Optimization

Groups and Associations:

- Leesburg Downtown Improvement Association
- Crossroads of Leesburg
- Northern Virginia Community Foundation
- Leesburg Art Commission (Former)
- Urban Land Institute
- National Association of Realtors
- Greater Washington Commercial Association of Realtors®
- Potomac Riverkeeper
- Shenandoah Riverkeeper

References provided as necessary

GREG A. HUDSON

111 Bridgette Place, N.E.
Leesburg, Virginia 20176

Home: 703-777-4784

gahuds@gmail.com

Cell: 202-747-4735

Mid-Atlantic Director of Technology Solutions - SALES

An expert with extensive experience and exceptional success in conceiving, developing, and executing strategic and tactical sales and operational initiatives that drive top-line performance and bottom-line results. An energetic leader who promotes teamwork from within the organization to deliver and achieve positive results for my clients and the corporations I represent.

EXPERIENCE SUMMARY

Well rounded professional with over 22 years of corporate management experience in the print, legal, and content management industry: 6 years Director of Business Development, 1.5 years as General Manager, 3 years as Director of Operations, 3 years Customer Service Manager, 4 years Purchasing and Accounts Payable Manager, 4.5 years Facilities Management Service Representative. Top performer and valuable contributor to corporate executive teams. Experienced backed judgment and extremely versatile with high-caliber cross functional sales qualifications. Outstanding role model, talented team builder, mentor and leader.

Professional Experience

Staples Technology Solutions
7021 Dorsey Road
Hanover, MD21076

September 2013 - Present
Director – Jeff Lawrence
410-991-7540

Mid-Atlantic Director of Technology Solutions

Staples Technology Solutions is a division of Staples, Inc. ranked 127 on the Fortune 500 list of top US corporations and the 2nd largest provider of technology solutions in the United States. As the Director of Technology Solutions for the Mid-Atlantic Region, I support accounts that generate over \$6 million in annual corporate revenue working closely with IT Directors, CTO and CFO leaders as well as Procurement Managers and their support personnel to drive savings and provide consultative solutions to their complex IT initiatives.

DataBank, IMX.
12000 Baltimore Avenue
Beltsville, Maryland 20705

September 2011 – 2013
General Manager – Ken Bozler
301-837-0197
www.databankimx.com

Mid-Atlantic Solutions Consultant – Enterprise Content Management Solutions

DataBank, IMX. is a leading national provider of document management and records management solutions to help automate business processes. As Solutions Consultant for the Mid-Atlantic Region, I have become an expert within our organization assisting corporate Human Resources Departments with process automation solutions eliminating once paper intensive processes to now a more streamlined content management “in-the-cloud” hosted solution or enterprise wide solution. In addition, I work with C-Level executives in providing consultative solutions to assist in automating the once paper-intensive process of accounts payable management, legal records management, etc. across the enterprise moving to a more streamlined document and information capture process.

In 2012 and early 2013, I assisted one of the largest national propane distribution and companies with over 10,000 employees nationwide in fully automating their Human Resources department from a full paper filing system to now an organized electronic content management solution. Currently assisting this same organization with capturing 90,000 customer records or over 3 million images across 30 locations in Florida on a large class-action litigation matter as well as currently consulting with imaging and automating their Fleet Department records as well as thousands of boxes of records and electronic content stored off-site.

Expected to achieve President’s Club status meeting 100% of sales goal for Fiscal Year 2013 by the end of August 2013 for the year ending December 31, 2013. Estimated revenue for 2013 expected to yield between \$1.5 million to \$2.0 million.

Evolver, Inc.
1943 Isaac Newton Square
Suite 260
Reston, Virginia 20190

September 2010 – September 2011
President – Michael O’Kane
703-742-4090
www.evolverlegal.com

National Director of Business Development

Evolver Legal Services, Inc. is a privately held I.T. and e-discovery company ranked in the top 17% of privately held organizations (Inc. Magazine, Inc. 5000). Evolver, Inc. transitioned into the legal services industry three years ago having serviced government agencies with electronic discovery components needed as part of their broad range of service needs. With a strong IT infrastructure in-place, Evolver expanded to include a legal services division.

Evolver Legal provides the full spectrum of the EDRM. The company is a premium solutions provider for the document review tool, Relativity.

As National Director of Business Development for Evolver Legal Services:

- Engaged multiple corporate legal departments throughout the United States assisting with e-discovery readiness and compliance issues utilizing our professional support team as well as suggesting best of breed solutions to meet the needs of the internal corporate legal department.
- Provided support on a multi-year discovery and hosting matter with an AMLAW 50 Law Firm and Fortune 500 corporation related to an ongoing intellectual property issue.
- Introduced Evolver Legal Services proprietary Case Management System to an AMLAW 50 Law Firm interested in implementing a version of the tool in-house to manage and track their data on a national scale. Currently in the early phase of engagement and beta-testing.
- Providing management with strategic corporate sponsorship opportunities to market the Evolver Legal name as a growing leader for IT based discovery solutions and consultation.

TechLaw Solutions, Inc.
14500 Avion Parkway
Suite 301
Chantilly, Virginia 20151

July 2009 – September 2010
Sales Director – Chris Anzivino
(703) 818-3225
www.techlawsolutions.com

Southeast Regional Director

TechLaw Solutions, Inc. is a privately held and nationally respected electronic discovery and litigation support organization with base operations in the Washington, D.C. area. The company provides end-to-end solutions from document imaging, computer forensics, processing of ESI and hosting in multiple solutions: Relativity and Case Logistix.

As the Southeast Regional Director for TechLaw Solutions:

- Working directly with the President of TechLaw Solutions and through an engagement with kCura, I identified and qualified an opportunity to sell a large license of kCura's Relativity to the United States Department of Justice - Environmental and Natural Resources Division. This engagement lasted several months and went through numerous negotiated revisions before being implemented in the late summer of 2010 and announced to the public in early 2011. This direct sale was valued alone at \$750,000 with an additional license of kCura's Method, legal hold management solution. This sale also opened the door for the implementation of Relativity into the Executive Office of the United States Attorneys (EOUSA) in the Spring of 2011 after I had departed TechLaw.
- Assisted with presentations and demonstrations of multiple review tool applications including kCura's Relativity and Case Logistix document review tools.
- Engaged corporate legal departments and law firms throughout the Southeast United States for services provided by TechLaw Solutions including forensic services, ESI processing and hosting.
- Engaged prospective clients at industry events to include: Georgetown University Advanced E-Discovery Institute, LegalTech New York, ILTA Las Vegas.

Capital Novus Solutions
10521 Rosehaven Street
Suite 300
Fairfax, Virginia 22030

April 2008 – July 2009
Vice President – Thomas Skelly
(703) 226-1500

Sr. Account Executive

Capital Legal Solutions (now Capital Novus Solutions) is a privately held and internationally respected electronic discovery and computer forensics organization. In 2008, Capital Legal Solutions expanded its global operations to include offices in New York, New York as well as Tokyo, Japan complimenting

established operations in Washington, D.C. as well as India. In 2009, Capital Legal Solutions was recognized by Law Technology News with the Bronze Award for Excellence in Electronic Discovery Preservation.

As the Sr. Account Executive for Capital Legal Solutions:

- Responsible for the marketing and business development for the global operations of Capital Legal Solutions reporting directly to the Vice-President and CEO. Sales and business development based on a team approach.
- Key member of the management team providing strategic collaboration on business development action plans. Re-established open dialogue with lost buyers and partnered with the management team to effectively develop working business relationships with corporate litigation departments; an area Capital Legal Solutions had not actively pursued until my return in April 2008.
- Assisted with the continued expansion and growth of the organization with total gross revenue of \$12 million in 2008 and expected 2009 revenue between \$14 to \$16 million dollars in a challenging economic environment.

***Encore Legal Solutions
8201 Greensboro Drive, LLI
McLean, Virginia 22192***

***September 2006 – March 2008
CEO – Greg Mazares
www.encodediscovery.com***

General Manager

Encore Legal Solutions was ranked as a Top 10 Service Provider of electronic discovery services in the 2007 Socha-Gelbmann Electronic Discovery survey and was also ranked as one of the fastest growing providers of electronic discovery services in the October 2007 AmLaw Tech survey. Encore was a national organization with offices in Texas, Arizona, California, Chicago, Virginia and Washington, D.C.

As General Manager of Encore Legal Solutions Northern Virginia Marketplace:

- Responsible for a staff of 25 full-time and six part time employees working two shifts with revenue in fiscal year 2007 at \$2.4 million with three Account Executives managing the territory.
- Reversed a marketplace that had been producing consecutive months of double digit percentage operating contribution losses in fiscal year 2006 to one that produced five consecutive months of single and double digit operating contributions in 2007.
- In fiscal year 2006, labor as a percentage of revenue was consistently between 40-45% before taking over the management of the marketplace. After leading a change initiative in 2007; labor as a percentage of revenue was steadily reduced and was between 26-30% during the last two quarters of the fiscal year – a company best between Encore Legal Solutions five national operations.
- As General Manager, also oversaw and managed the single largest revenue producing account in 2007 generating revenue of \$350, 000.00 between two regional offices and a single account growth of 541% compared to 2006.
- Working with the marketplace Office Manager, reduced marketplace DSO (Days Sales Outstanding) in the last half of 2006 from 96 days to a company best 62 days in the 2nd Quarter of 2007.

- Right sized the marketplace by reducing the workforce and managing costs through strict budget management, stringent inventory control and a no overtime policy only in extreme client driven circumstances.
- Reported directly to the company CEO and Vice President of National Operations.

***Capital Legal Solutions
150 South Washington Street
Suite 500
Falls Church, Virginia 22046***

***October 2003 – September 2006
CEO – Dharmesh Shingala***

www.capitallegals.com

Director of Operations

Capital Legal Solutions is a privately held, electronic discovery company whose original business model was to provide local electronic discovery processing to the Washington, D.C. area as well as consulting services to the largest law firms and corporate legal departments on the East Coast. Capital Legal Solutions original business model changed in 2005 with the opening of an international development center in India and with expanded global service offerings of data collections, computer forensics, software development and electronic discovery processing.

As Director of Operations for Capital Legal Solutions:

- Responsible for the daily operation and management of a rapidly growing start-up electronic discovery operation in October 2003 with a staff of eight engineers, two account executives, one business developer and one receptionist. In September 2006, Capital Legal Solutions employed a regional staff of fifty employees through the company corporate headquarters and internationally employed 45 software engineers developing Capital Legal Solutions proprietary review tool – eZReview.
- Oversaw tremendous growth over a three year period: 2003 revenue: \$1.5 million; 2004 revenue: \$3.5 million; 2005 revenue: \$7.0 million and 2006 revenue: \$8.0 million (estimated).
- Oversaw the day to day management of the Administrative and Quality Control Groups as well as oversaw all matters related to human resources.
- Reported directly to the company CEO on the success and challenges facing each business group and offered suggestions and solutions to the unique challenges facing a rapidly growing small business.
- Assisted with the conceptual development of an electronic based project management system eliminating the paper based job ticket system.
- Worked with the Director of Marketing and Business Development on company marketing strategy meeting with consultants and marketing professional in the print media.
- Capital Legal Solutions was ranked by AmLaw.com as a top twenty nationally ranked electronic discovery provider in 2006.
- Involved with all planning aspects of business and infrastructure expansion planning a potential move to a state of the art secure forensics laboratory.
- Participated in the formulation of the company management structure, labor policies, employee handbook and operating guidelines working with the CEO and company Vice-Presidents.

Balmar Services, Inc.
2818 Fallfax Drive
Falls Church, Virginia 22046
www.balmar.com

September 2001 – September 2003
Vice President – Jim P. Morgan

Customer Service Manager – Corporate Office

Balmar Services, Inc. is a privately held printing and graphics company ranked as a top national provider of printing and graphics services located in the Washington, D.C. region. Balmar provides on-site services through their facilities management operations with a strong focus on associations and law firms.

As Customer Service Manager for Balmar Services, Inc. corporate office:

- Promoted to the position of Customer Service Manager based in the corporate office of Balmar Services, Inc. in September 2001 to use the model of service excellence created in the Washington marketplace during my time as manager and bring the leadership and philosophy to the corporate operation.
- Responsible for the daily operations and management of a twelve member customer service team based out of the corporate office focusing on large print, digital print and legal production needs. Annual revenue in fiscal year 2002 of \$15.6 million.
- Reduced employee overtime by 45% in fiscal year 2002 compared to previous year by restructuring the customer service departments work hours and workloads.
- Department received consistently high online client feedback marks (4.25 out of 5) for exceptional service.
- Developed a team creed that became the Balmar Services, Inc. service philosophy:
Create a Can Do Attitude
Serve the needs of our clients: Internal and External
Respond to these needs effectively to achieve positive results

Customer Service Manager – Washington, D.C. Legal Facility (December 2000-September 2001)

- Responsible for the daily operations and management of a four person customer service department with services focused on the reprographic and small print needs of associations and legal clientele in Washington, D.C.
- Oversaw the day to day service management of twelve off site facilities management offices located in major law firms and associations.
- Reported directly to the Vice-President of Balmar Services, Inc. providing weekly feedback on service and client feedback.
- Created an excellence in service initiative increasing the marketplace service favorability rating from a 3.5 out of 5 when taking over the department in December 2000 to a 4.2 rating out of 5 in a client survey presented in August 2001.

Accounts Payable Supervisor – Washington, D.C. Legal Facility (April 2000 – December 2000)

Returned to Balmar Washington's legal production facility for the purpose of auditing all vendor invoices for the period October 1999 – March 2000. As a direct result of the extensive equipment and invoice audit, Balmar, Inc. was credited over \$80,000.00 by various vendors for payments that had been applied in error by the previous accounting team.

Experience prior to April 2000 includes: Six months as Account Executive – Merrill Corporation; Four years as Purchasing Agent and Accounts Payable Manager – Balmar, Inc.; Two years as Customer Service Representative – Balmar, Inc.

TRAINING AND EDUCATION

- *Sales Management Leadership in the 21st Century, Topline Leadership, Inc., May 2007*
- *Effective Selling Techniques, Xerox University, November 1999*
- *Coaching Skills for Managers and Supervisors, Fred Pryor Seminars, June 1999*
- *Through Education, Accomplishment and Motivation, Greenhouse Group, 1998*
- *The Complete Purchasing Manager, Dun and Bradstreet, January 1997*
- *Effective Time Management, Dun and Bradstreet, February 1996*

George Mason University, 1990 – 1992

Working toward the completion of B.A. Communications with a focus on Radio/Television

Northern Virginia Community College, 1989 – 1990

Relevant Courses Completed: Psychology, Sociology, Public Speaking, Business Marketing, Business Administration, Small Business Management, Creative Writing

Brevard College, 1988 – 1989

Studies focused on Religion, Psychology and General Studies

COMMUNITY SERVICE

Diversity Task Force – Town of Leesburg, Virginia (2014): *Nominated and selected to provide a review, feedback, thoughts and solutions related to diversity hiring for employment opportunities in the Town of Leesburg, Virginia. Nomination approved on February 25, 2014 with a final report on findings delivered in the Fall of 2014.*

First Responders Cup – Board of Directors (2010- Present): *Volunteered services to the annual First Responders Cup Girls Fast-Pitch Softball Tournament honoring those heroes and raising funds for the First Responders and the families affected by the attacks on America on 9/11/01. Responsible for coordinating logistics related to guest speakers and dignitaries, fundraising and concessions for the 2 day tournament help the week of the annual anniversary of 9/11/01.*

***Professional Business References Available On Request**

PRESENTED January 5, 2015

RESOLUTION NO. 2015-

ADOPTED _____

A RESOLUTION: MAKING APPOINTMENTS AND RE-APPOINTMENTS TO THE
ECONOMIC DEVELOPMENT COMMISSION

WHEREAS, participation by public-spirited citizens on town boards, commissions and committees is vital to the success of town government and the democratic process; and

WHEREAS, boards, commissions and committees serve an indispensable role in providing recommendations concerning town policy and programs; and

WHEREAS, Council desires to appoint effective individuals to serve at its will and pleasure on these advisory boards; and

WHEREAS, terms of Boards and Commissions members correspond to the term of the Council Member that nominated them.

THEREFORE, RESOLVED that the Council of the Town of Leesburg in Virginia hereby re-appoints Eunggil Choi to a term ending on December 31, 2016, re-appoints James Sisley to a term ending December 31, 2018, and appoints Don Devine and Greg Hudson to terms ending on December 31, 2018.

PASSED this 5th day of January, 2015.

Kristen C. Umstattd, Mayor
Town of Leesburg

ATTEST:

Clerk of Council